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Petunias for Profit



PETUNIA "WORLD BEAUTY"
-THE OUTSTANDING ALL-
DOUBLE POT PLANT PETUNIA

FALL 1941

SEEDS · BULBS · PLANTS

American Bulb Company

CHICAGO · NEW YORK

Importers



Growers

PETUNIAS

THE ALL-DOUBLES—VICTORIOUS STRAIN



Petunia All-Double "Snowball"

ALL DOUBLE—Separate Colors

Amaranth Red. Strong deep red.
Appleblossom (Daintiness). Pleasing shade of light pink, excellent as a pot plant.
Blue Brocade (new). All-America Silver Medal Winner. True violet-purple without reddish cast which obtained in previous offering of purple varieties. (Extra good.)
 ½ Tr. Pkt. \$1.25 Tr. Pkt. \$2.00 1/64 oz. \$8.00 1/32 oz. \$15.00
 1/64 oz. \$6.50 1/32 oz. \$12.50
Brilliancy (New). Bright rose. A most desirable addition to this worthy family. ½ Tr. Pkt. \$1.50 Tr. Pkt. \$2.75
Gaiety. Irregularly colored pink and white; attractive.
Loveliness. A shade lighter than "World Beauty."
Orchid Beauty. Orchid or light lilac, heavily veined; choice.
Pink Perfection. Same as "World Beauty."
Snowball. Fringed pure white; very worthwhile.
World Beauty. Rosy carmine.

Prices on the above varieties unless noted otherwise—

½ Tr. Pkt. (500 seeds).....	\$1.25
Tr. Pkt. (1000 seeds).....	\$2.00
1/64 oz.....	\$6.50
1/32 oz.....	\$12.50
1/16 oz.....	\$22.50
3 Tr. Pkts.....	\$5.00

ALL-DOUBLE MIXTURES

A. B. C. Special All-Double Mixture. Consists of one-half "World Beauty," one-fourth "Snowball" and nominal quantities of other varieties listed above.

½ Tr. Pkt. (500 seeds).....	\$1.25
Tr. Pkt. (1000 seeds).....	\$2.00
1/64 oz.....	\$6.50
1/32 oz.....	\$12.50
3 Tr. Pkts.....	\$5.00

Victorious Mixture. Fringed All-Double Dwarf Mixture. (Special formula made up by ourselves from above named varieties.)

½ Tr. Pkt. (500 seeds).....	\$1.25
Tr. Pkt. (1000 seeds).....	\$2.00
1/64 oz.....	\$6.50
1/32 oz.....	\$12.50
3 Tr. Pkts.....	\$5.00

"WORLD BEAUTY"

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. "World Beauty" has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

For Easter and Mother's Day, "World Beauty" has proved to be an ideal pot plant and a worthwhile profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias. (Illustrated on front cover.)

SPECIAL NOTE! To provide large plants for Easter and Mother's Day, sow seed September, October, November. Grow cool.

Price of "World Beauty" Seed, Original Strain—

500 seeds...	\$1.25	1,000 seeds...	\$2.00	3,000 seeds...	\$5.00
1/64 oz.....	\$6.50	1/32 oz.....	\$12.50	1/16 oz.....	\$22.50



All-Double "Triumphant"—Mixed Long Stem—Cut Flower Variety

½ Tr. Pkt.....	\$1.25	Tr. Pkt.....	\$2.00
1/64 oz.....	\$6.50	1/32 oz.....	\$12.50

AMERICAN BULB COMPANY

31 WEST TWENTY-SEVENTH ST.



TELEPHONE MURRAY HILL 4-7256

NEW YORK, N. Y.

A. MILLER, President

BEN MILLER, Vice-President

J. J. KARINS, Vice-President

A. L. KOEHLER, Secretary-Treasurer

A NOTE REGARDING THE CURRENT SITUATION

Flower Seeds Of material concern with regard to the available supply of flower seeds for the coming season is the fact that the European war has made it practically impossible to import many varieties which American seedsmen heretofore depended upon securing from foreign growers and such as were not being produced in this country. On top of this, California flower seed growers have been seriously handicapped in production because of long-continued rains last spring. However, favorable growing conditions during the past months have allowed a fair harvest of most items, but it appears at this writing that some kinds will not be of very large volume and we believe, therefore, it will be good business for florists to purchase at once such flower seed items as they anticipate needing during the next months.



Lily Bulbs Due to the international situation, it appears that lily bulbs will not be available at the time when this catalog goes to press. We have provided funds in Japan for lilies and if the situation changes, we know we will have the bulbs. In the meantime we will keep our customers advised of any change. Write us for information at any time and we will give you the latest facts available. This applies to *Lilium Giganteum*, *Erabu*, *Hayai*, *Rubrum*, *Auratum*, *Album*, *Henryii*, *Tiger* and other miscellaneous lilies.



Advance Buying of Plant Stock With an anticipated increased demand for pot plants during future months and a comparatively curtailed supply primarily because of labor conditions, we believe that it behooves florist growers to place commitments at an early date for stock which is usually qualified for delivery not only during coming months but likewise for consignment during 1942. Particularly does this apply to *Azaleas*; *Begonias*, *Marjorie Gibbs*, etc.; *Calceolarias*; *Baby Roses*; *Hydrangeas*; *Poinsettia* stock plants, etc.

Such arrangement will undoubtedly result in a large way to the advantage of the buyer. Act now for your own interest.

PLEASE SEND ORDERS FROM THIS LIST TO OUR NEW YORK OFFICE

TERMS OF BUSINESS

Routing: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Parcel Post: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

Disclaimer: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Cash Discounts: Cash with order only. 5% on Flower and Vegetable Seeds; 3% on Bulbs; 2% on Plants.

Otherwise, on bills for Flower and Vegetable Seeds, Bulbs, and Plants, a discount of 2% for payment 10 days from date of bill may be deducted. Exception to the above is taken when goods are supplied under special quotation, in which case particular terms will be noted.

Prices: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. We cannot arrange to send perishable stock C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



A. B. C. IMPROVED "SNOWSTORM" Pure White Dwarf Ruffled Grandiflora Petunia

An A. B. C. Introduction—Unquestionably the Best White Petunia

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.

Tr. Pkt. (1,000 seeds)75c
1/64 oz.\$1.75 1/32 oz.\$3.00

"BOUNTIFUL STRAIN" PORTLAND PETUNIAS

Single, Large-Flowered (Fringed and Ruffled)
Originator Strains—Seed from Hand-Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinating power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of reverts to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.	Ruffled Heliotrope. Soft heliotrope.
Elk's Pride, Improved. Royal purple.	Scarlet Beauty. Bright scarlet.
Lilac Beauty. Soft lilac.	White Beauty.
Pride of Portland. Deep rose.	Mixed Colors.
Price, each of above—Tr. Pkt.\$1.00	3 Tr. Pkts.\$2.50
6 Tr. Pkts.\$4.50	

PETUNIAS

Ruffled Grandifloras

Generally more robust than the fringed and larger flowered—excellent for bedding and pot plants.

Balcony Queen. Velvety purple, with occasional white markings. Tr. Pkt.50c

1/64 oz.90c 1/32 oz.\$1.60

Brilliant Rose. Deep bright rose pink. Very effective.

Tr. Pkt.50c 1/64 oz.\$1.00

Burgundy. Strong Burgundy or dark wine red.

Tr. Pkt.50c 1/32 oz.\$1.25

White Queen. An extra large ruffled clear white.

Tr. Pkt.50c 1/64 oz.\$1.50

1/32 oz.\$2.00 1/16 oz.\$3.75

Elk's Pride, Dwarf. Same color, size and wavy flowers of original Elk's Pride. Tr. Pkt.50c

1/64 oz.\$1.00 1/32 oz.\$1.75

Blue Beauty (Blaue Schonheit) (New). A rich velvety blue.

Tr. Pkts.50c 1/64 oz.\$1.25

Dwarf Carmine Glory. Attractive carmine color.

Tr. Pkt.50c 1/64 oz.\$1.00 1/32 oz.\$1.75

Dwarf Pink Glory. Large flowered bright carmine-rose.

Tr. Pkt.50c 1/32 oz.\$1.65

Giant Steel Blue. Light bluish white, dark veins.

Tr. Pkt.50c 1/32 oz.\$1.25

Queen of the Market. Deep carmine-scarlet. Provides an attractive pot plant.

Tr. Pkt.50c

1/64 oz.\$1.25 1/32 oz.\$2.15

Silver Seam (Purple Robe). Large flowered purple with light or silver seam around edge of petals. Recommended for pot plants. Does not thrive as a bedding plant under unfavorable conditions.

Tr. Pkt.50c 1/64 oz.\$1.25

White Cloud. All-purpose dwarf white.

Tr. Pkt.50c 1/64 oz.\$1.00 1/32 oz.\$1.60

1/16 oz.\$2.75 1/8 oz.\$4.75

A. B. C. IMPROVED "ELK'S PRIDE"

The DeLuxe of Purple Petunias

The most outstanding of all purple Petunias for pots, boxes, bedding, etc., "A. B. C. Improved Elk's Pride" is of upright growth and unusually free flowering. The color is a brilliant royal purple, with flowers of good size. This valuable strain (Bountiful Strain) is produced under glass and hand-pollinated and consequently comes quite true from seed. We have supplied "Elk's Pride" to the trade for the past ten years, and our growers invariably repeat their purchases of this excellent variety from year to year.

Tr. Pkt.\$1.00

3 Tr. Pkts.\$2.50 6 Tr. Pkts.\$4.50



Type of Petunia "A. B. C. Private Stock"
(Eriksson's Strain) Mixed

A. B. C. SINGLE LARGE-FLOWERING PETUNIAS

"A. B. C. PRIVATE STOCK"

*Single Large-Flowering Dwarf Fringed and
Ruffled Mixed—The Single Petunia DeLuxe*

LIGHT SHADES MIXED—DARK SHADES MIXED—
GENERAL ALL-COLOR MIXTURE

Originator's (Eriksson's) Seed

Produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, of Riverside, Illinois (originator of Primula Malacoides Erikssoni), this improved strain of hand-pollinated large flowering dwarf Petunias is in our estimation the choicest and finest of this type available. It is excellent for pot plants, porch and window boxes, and for bedding. This strain is as profitable as it is beautiful. Tr. Pkt. (1,000 seeds).....\$1.25

1/32 oz.....\$4.00 1/16 oz.....\$8.00
1/8 oz.....\$15.00 1/4 oz.....\$28.00

SPECIAL NOTE. Our "Eriksson Strain" is supplied by the originator, Mr. Ernst Eriksson, of Riverside, Illinois. Other so-called "Eriksson's Strains" may be of questionable quality.

We have arranged with Mr. Eriksson to supply above named mixture in both light and dark shades, separately as well as an "all color" mixture. When ordering, please indicate which is wanted, viz., light shades mixed, dark shades mixed, all color mixture, all priced as above.

PETUNIAS (Continued)

Large Flowering Single Fringed

(Hybrida Grandiflora Fimbriata)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. Of dwarf or medium strong growth and free flowering, desirable for pot plants or "flat production."

Apple Blossom. Light shell pink. Recommended for pot plants only.
Tr. Pkt.....50c 1/64 oz.....\$1.25

Aurora. Light rose veined purple rose.
Tr. Pkt.....50c 1/64 oz.....\$1.25

Coerulea. Large light blue, heavily veined deep blue, beautifully fringed, fairly dwarf habit.
Tr. Pkt.....50c 1/64 oz.....\$1.25

Columbia. Attractive combination of irregularly marked rose-pink and white. Upright growth. 16 inches high.
Tr. Pkt.....50c 1/64 oz.....\$1.50

Dainty Lady. Dark cream color. Desirable as a pot plant, not, however, recommended for bedding.
Tr. Pkt.....50c 1/64 oz.....\$1.75

Golden Jubilee (New). Carmine-rose-gold throat.
Tr. Pkt.....75c 1/64 oz.....\$1.75

Maculata. Large rose and white.
Tr. Pkt.....50c 1/64 oz.....\$1.25

Miranda. Deep carmine-scarlet, dark veined throat.
Tr. Pkt.....50c 1/64 oz.....\$1.25

Pink Triumph. Clear rose-pink.
Tr. Pkt.....50c 1/32 oz.....\$1.25

Pride of Portland. (Original "Bountiful" strain from the originator.) Hand pollinated seed. Beautiful deep rose. Excellent for pots or bedding.
Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50

You will do well we believe to include this in your list.

Rapture. Pleasing rose-pink, shaded carmine toward center with gold throat.
Tr. Pkt.....50c 1/64 oz.....\$1.00

Romany Lass. Fringed crimson-rose.
Tr. Pkt.....50c 1/64 oz.....\$1.25 1/32 oz.....\$2.00

Royal Purple. (Marine). Rich deep velvety purple.
Tr. Pkt.....50c 1/64 oz.....\$1.40 1/32 oz.....\$2.50

THEODOSIA (Re-Selected)

Hand pollinated seed and produced under glass. Beautiful rose-pink with gold throat. One of the choicest Petunias available, either for pot plants or bedding.

Tr. Pkt.....50c. 1/64 oz.....\$1.00 1/32 oz.....\$1.75
1/16 oz.....\$3.25 1/8 oz.....\$6.00

White Beauty. Fringed clear white.
Tr. Pkt.....50c 1/64 oz.....75c 1/32 oz.....\$1.25

A. B. C. Single Fringed Mixed. This is an extra free flowering, medium dwarf fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats and for bedding.
Tr. Pkt.....50c
1/32 oz.....\$1.25 1/16 oz.....\$2.25
1/8 oz.....\$4.00 1/4 oz.....\$7.50

Fluffy Ruffles Mixture. We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt.....50c
1/32 oz.....\$1.25 1/8 oz.....\$3.75

"BEL-AIR"

A. B. C. Strain

Ruffled Grandiflora Dwarf Mixed is a remarkable blend of striking colors ranging from white to pink through rose to red to include many gay color combinations of pink and white with gold throats and red and white with dark throats. Highly recommended for pot culture and bedding.

Tr. Pkt.....75c 1/32 oz.....\$2.00 1/16 oz.....\$3.75
1/8 oz.....\$7.00 1/4 oz.....\$12.00

"Petunias for Profit"

RUFFLED CALIFORNIA GIANTS

With Large Veined Throats

Of fairly dwarf habit with same open throat and giant size flowers found in the Giant Mixtures.

Camilla. Pink, red veined, dark throat.

Tr. Pkt...75c 1/64 oz...\$2.00 1/32 oz...\$3.50

Copper Red, Dark. Attractive copper-crimson.

Tr. Pkt...75c 1/64 oz...\$1.25 1/32 oz...\$2.25

Copper Red, Light. Rich old rose.

Tr. Pkt...75c 1/64 oz...\$1.25 1/32 oz...\$2.25

Floretta. Steel blue, veined black, dwarf.

Tr. Pkt...\$1.00 1/64 oz...\$2.50 1/32 oz...\$4.00

German Empress. Bluish white with dark throat.

Tr. Pkt.....50c 1/64 oz.....\$1.25

Harlequin. Coppery scarlet.

Tr. Pkt...\$1.00 1/64 oz...\$2.50 1/32 oz...\$4.00

King Alphonso. Dark crimson, black throat, frilled.

Tr. Pkt...50c 1/64 oz...\$1.25 1/32 oz...\$2.50

Prince of Wuertemberg. Deep rose with dark throat.

Tr. Pkt...50c 1/64 oz...\$1.15 1/32 oz...\$2.20

Princess of Wuertemberg. Rose-pink with veined dark throat.

Tr. Pkt...50c 1/64 oz...\$1.25 1/32 oz...\$2.25

Rheingold. Large clear white with yellow throat.

Tr. Pkt...50c 1/64 oz...\$1.15 1/32 oz...\$2.20

Robin Hood. Dark or deep rose with darker throat.

Tr. Pkt.....75c 1/64 oz.....\$1.50

Salmon Beauty. A most attractive bright salmon-pink.

Tr. Pkt...75c 1/64 oz...\$1.50 1/32 oz...\$2.50

Silvery Rose. Light silvery rose-pink.

Tr. Pkt...75c 1/64 oz...\$1.50 1/32 oz...\$2.50

Single Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-inch or 4-inch pots. Very choice for bedding under favorable conditions.

A. B. C. Dwarf Giants. A selected dwarf giant strain.

1/2 Tr. Pkt...60c Tr. Pkt...\$1.00 1/64 oz...\$2.00

1/32 oz.....\$3.75 1/16 oz.....\$6.75

Ramona Strain. Dwarf Giants. A most desirable strain of Giant Petunias.

1/2 Tr. Pkt.....60c

Tr. Pkt.....\$1.00 1/64 oz.....\$1.75

1/32 oz.....\$2.75 1/16 oz.....\$5.00

Giants of California. Medium dwarf. Somewhat taller and stronger than the above.

Tr. Pkt.....75c 1/64 oz.....\$1.50

1/32 oz.....\$2.50 1/16 oz.....\$4.50

Giants of California. Tall, choice colors.

Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

1/32 oz.....\$2.50 1/16 oz.....\$4.50

The "REGULAR" or TALL HYBRID PETUNIAS

Regular tall Hybridas make a rather heavy rambling growth, although not as much so as the typical balconies; some, as noted, are larger flowered than the dwarf Hybridas. Because of their extra vigor, this class is valuable for bedding under trying conditions.

Blue Bee. Bright violet-blue. Tr. Pkt....35c

1/4 oz.....75c Oz.....\$2.50

Carmen Sylva. Violet with white throat.

Tr. Pkt...25c 1/4 oz...50c Oz...\$1.75

Countess of Ellsmere. Bright rose, white throat.

Tr. Pkt.....15c

1/4 oz.....25c Oz.....75c

Flaming Velvet. Rich velvety red. Highly attractive color.

Tr. Pkt.....35c

1/4 oz.....90c Oz.....\$3.00

General Dodds. Strong rose-red. Tr. Pkt...25c

1/4 oz.....40c Oz.....\$1.50

Hollywood Star. Attractive with amber throat and of distinctive star formation, but with rather rambling growth. (All America Silver Medal Winner.)

Tr. Pkt.....50c

1/8 oz.....\$1.00 1/4 oz.....\$1.75

Howard's Star Improved. Tall velvety crimson, white star.

Tr. Pkt.....35c

1/4 oz.....90c Oz.....\$3.00

Inimitable. Carmine-rose striped white. Small but free flowering.

Tr. Pkt.....25c

1/4 oz.....40c Oz.....\$1.50

Lord Courtenay. Fairly deep rose, golden throat.

Tr. Pkt.....30c

1/4 oz.....50c Oz.....\$1.85

Topaz Rose. (New.) Deep brilliant rose, golden throat.

Tr. Pkt.....35c

1/4 oz.....\$1.00 Oz.....\$3.75

White. Best clear white in this class.

Tr. Pkt...25c 1/4 oz...50c 1 oz...\$1.50

Exquisite Mixture. A formula mixture, made up of all the above varieties.

Tr. Pkt.....25c

1/4 oz.....60c Oz.....\$2.00

THE BALCONIES

Strong spreading growth and fairly large flowers make the Balconies excellent for bedding and porch and window box use, except where compact growth is required.

Maculata (New). Large flowering semi-ruffled, its colorings are delicately toned from a pure white base to spots of deep rose-red on the outer fringe of each flower with an open golden throat with exquisite vein markings spreading outwards to the edge of each flower, where they are suffused with gaudy rose-red stripes. Tr. Pkt...50c 1/32 oz...75c 1/16 oz...\$1.25

Black Prince. Rich velvety crimson-red.

Tr. Pkt...35c 1/16 oz...60c 1/8 oz...\$1.00

Carmine King. Rich coppery rose.

Tr. Pkt.....35c 1/16 oz.....\$1.25

Venosa. Rich old rose, lilac shading. Rather dwarf.

Tr. Pkt.....25c

1/4 oz.....\$1.00 1 oz.....\$3.50

Blue Star. Starred white on dark blue. Quite true.

Tr. Pkt.....25c

1/4 oz.....90c 1 oz.....\$3.15

Royal Purple. Bright royal purple shade.

Tr. Pkt.....25c 1/8 oz.....85c

1/4 oz.....\$1.50 1 oz.....\$4.50

Blue. Tr. Pkt.....35c

1/8 oz.....85c 1/4 oz.....\$1.60

Cornflower Blue, mid blue shade. Tr. Pkt...35c

1/8 oz.....80c 1/4 oz.....\$1.50

White. Tr. Pkt.....25c

1/4 oz.....85c 1 oz.....\$2.90

Crimson. Tr. Pkt.....25c

1/4 oz.....85c 1 oz.....\$2.90

Rose. Tr. Pkt.....25c

1/4 oz.....85c 1 oz.....\$2.90

Mixed from above. Tr. Pkt.....25c

1/4 oz.....85c 1 oz.....\$2.90

DWARF ERFURT

Large Flowering, Single Fringe, of Compact Growth. Choice for bedding and pot plants

Setting Sun. Brilliant rose. Tr. Pkt....50c

1/64 oz.....\$1.50 1/32 oz.....\$2.50

Colorado Sunset. Fringed bright rose pink. A shade lighter than Setting Sun.

Tr. Pkt...50c

1/64 oz.....\$1.50 1/32 oz.....\$2.50

Gaiety. Irregularly marked rose-pink and white.

Tr. Pkt.....50c

1/64 oz.....\$1.25 1/32 oz.....\$2.00

Gottfried Michaelis. Rich amaranth-red.

Tr. Pkt.....50c 1/64 oz.....\$1.30

Pepita. Carmine and white. Tr.

Tr. Pkt.....50c 1/64 oz.....\$1.25

Lace Veil. Fringed clear white. Excellent for pot plants.

Tr. Pkt.....50c

1/64 oz.....\$1.50 1/32 oz.....\$2.50

Dwarf Erfurt Mixture. Our own mixture of all the above.

Tr. Pkt.....50c

1/64 oz.....\$1.25 1/32 oz.....\$2.00

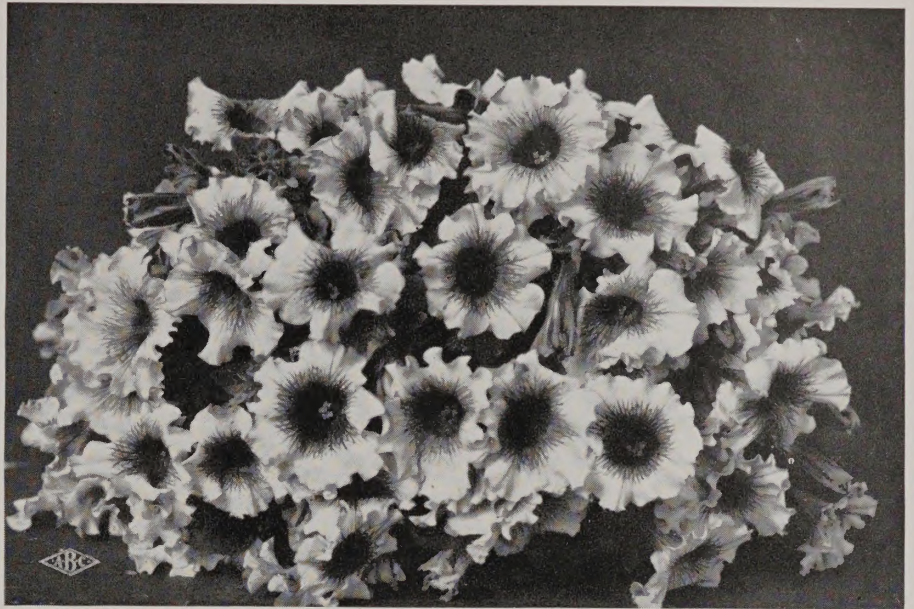
WORTHY OF NOTE!

"THE FUTURE CROP LIES HIDDEN IN ITS SEED" is a very true old saying. Best seeds give largest profits; every expert grower is convinced of this. Initial buying cost may be a trifle higher but the biggest item, "cost of production," remains the same in the case of less reliable seed but final results are generally far outstanding in favor of the best class of seed.

PETUNIAS

DIENER'S ORIGINAL STRAINS

- No. 2. Ruffled Monster.** Flesh-pink. Tr. Pkt.....50c
Tr. Pkt....50c .. 1/64 oz....\$2.50 1/32 oz....\$4.00
- No. 5. Ruffled Monster.** Dark veined red.
Tr. Pkt....50c .. 1/64 oz....\$2.50 1/32 oz....\$4.00
- No. 8. Ruffled Monster.** Mixed. Tr. Pkt.....50c
1/64 oz.....\$2.50 1/32 oz.....\$3.75
1/16 oz.....\$7.25 1/8 oz.....\$14.00
- No. 9. Pearl of Kentfield.** Flesh-pink frilled.
Tr. Pkt.....50c .. 1/64 oz....\$2.50 1/32 oz....\$4.00
- No. 11. Diener's Semi-Dwarf.** Blue. Tr. Pkt.....25c
1/32 oz....\$2.50 1/16 oz....\$4.75 1/8 oz....\$9.50
- No. 14. Pink Glory.** Rose-pink. Tr. Pkt.....25c
1/32 oz....\$2.50 1/16 oz....\$4.75 1/8 oz....\$9.50
- No. 16. White Beauty.** Heavily fringed. Tr. Pkt...25c
Tr. Pkt.....25c .. 1/64 oz....\$2.50 1/32 oz....\$4.00
- No. 22. Rose Color.** An improved Rosy Morn.
Tr. Pkt.....25c .. 1/64 oz....\$2.50 1/32 oz....\$4.00
- No. 38. Double Ruffled Monster.** Mixed.
Tr. Pkt.....\$1.00 1/64 oz.....\$5.00
1/32 oz....\$10.00 1/16 oz....\$20.00 1/8 oz....\$35.00
- No. 41. Copper Red.** A coppery red shade.
Tr. Pkt.....50c .. 1/64 oz....\$2.50 1/32 oz....\$4.00
- No. 42. Double Frilled.** Mixed.
Tr. Pkt.....\$1.00 1/64 oz.....\$5.00
1/32 oz....\$10.00 1/16 oz....\$20.00 1/8 oz....\$35.00
- No. 47. Ruffled Monster Jumbo.** Mixed.
Tr. Pkt.....\$1.00 3 Pkts.....\$2.50
- Santa Barbara.** Clean flame rose of the ruffled grandiflora type and of dwarf growth, free blooming and exceptional for pots and bedding.
Tr. Pkt....50c 1/64 oz....\$2.50 1/32 oz....\$4.00
1/16 oz.....\$8.00 1/8 oz.....\$15.00



Petunia "Martha Washington"

PETUNIAS DWARF HYBRIDS

(Nana Compacta)

Most Widely Used Class for Bedding, Combination Boxes and for Attractive Small Pot Plants

DWARF HYBRIDS

(Nana Compacta)

Admiral. Considered the choicest of all the dwarf blue bedding Petunias. Flowers ruffled at the edges and can be classed as medium size grandifloras. Exceptional for bedding or pots. (Originator's strain.)

Tr. Pkt.....75c 1/32 oz.....\$1.75
1/16 oz.....\$3.25 1/8 oz.....\$6.00

Alderman. Clear deep violet-blue.

Tr. Pkt.....25c
1/4 oz.....60c 1 oz.....\$2.00

Blue Ball. Beautiful velvety violet-blue color, dwarf and early flowering. Usually 100% true in color and habit, particularly desired by growers of Petunias in flats.

Tr. Pkt.....35c 1/8 oz.....75c
1/4 oz.....\$1.35 1 oz.....\$4.35

Blue Bedder. (Sutton's.) Fairly deep blue shaded violet, medium dwarf. Tr. Pkt...25c
1/4 oz.....60c 1 oz.....\$2.00

"BETSY ROSS"

The New Miniature Ruffled Petunia

This color combination of red and white blooms with golden and dark red throats gives the individual plant, as well as a row of plants, a decidedly gay effect, particularly since the plants are so uniform and compact and so completely covered with ruffled blooms. In addition to being unsurpassed for bedding purposes, this new Petunia, due to its fine habit and free-flowering quality, is sure to become very popular as a pot plant.

Tr. Pkt.....75c
1/64 oz.....\$1.25 1/32 oz.....\$2.00

Blue Bird. Deep velvety blue. Tr. Pkt...35c
1/4 oz.....75c 1 oz.....\$2.50

Celestial Rose. One of the most popular deep rose varieties for bedding. Tr. Pkt...35c
1/8 oz.....75c 1/4 oz.....\$1.25
1 oz.....\$4.00 2 ozs.....\$7.00

Celestial Rose Improved. "A. B. C. Private Stock." A particularly choice selection by the European originator of this valuable variety and much superior to the regular strain. Highly recommended. Special Note! Since the supply of this superior strain is comparatively limited this year, early purchase is suggested. A. B. C. Tr. Pkt...50c
1/8 oz.....\$1.50 1/4 oz.....\$2.75
1 oz.....\$10.00

ALL-DOUBLE PETUNIAS
FOR EASTER POT
PLANTS

With an anticipated shortage of plant stock for next Easter, All-Double Petunias, especially

WORLD BEAUTY

SNOWBALL

BLUE BROCADE

should provide excellent pot plants that will find a ready sale at good prices. To produce large plants, sow seed in either September, October or November, and grow cool.

Don't overlook this worth-while opportunity.



A. B. C. Improved "Elk's Pride"
"The Purple Petunia Par Excellence"

"Petunias for Profit"

PETUNIAS

NANA COMPACTA VARIETIES (Continued)

Chicago Blue. Rich-colored blue. Withstands bad weather admirably. We highly recommend this variety.

Tr. Pkt.....25c 1/4 oz.....60c Oz.....\$2.00

Cockatoo. Violet-blue, irregularly marked and starred white.

Tr. Pkt.....35c 1/8 oz.....75c 1/4 oz.....\$1.25

Cream Star. (All-America Silver Medal Winner.) Soft, creamy white. Flowers bluntly star-shaped. Tr. Pkt.....50c

Dwarf General Dodds. Strong crimson-red. Tr. Pkt.....35c

1/4 oz.....90c 1 oz.....\$3.00

Elf. Light or blush-pink. Tr. Pkt.....50c 1/16 oz.....\$1.00

First Lady. (Originator's strain.) A worthwhile companion to that exceptional variety "Glow." Color a beautiful soft light pink and extremely free flowering. Tr. Pkt.....50c

1/32 oz.....\$2.00 1/16 oz.....\$3.50 1/8 oz.....\$6.00

Glow. Striking carmine-rose and of a much stronger color than Celestial and unquestionably the "highlight" in dwarf rose-colored Petunias. This grand variety should make money for you. (Winner of Silver Medal, All-America Trials, 1938.) Tr. Pkt.....50c

1/32 oz.....\$1.00 1/16 oz.....\$1.75 1/8 oz.....\$3.00

1/4 oz.....\$5.50 Oz.....\$20.00

Heavenly Blue. Medium to light silvery blue. Tr. Pkt.....50c

1/8 oz.....85c 1/4 oz.....\$1.50 1 oz.....\$4.50

Howard's Star Dwarf. Deep velvety crimson with white star.

Tr. Pkts. only.....35c

King Henry (New). Rich velvety red; uniformly extra dwarf and large flowered. Tr. Pkt.....50c 1/32 oz.....\$1.25

1/16 oz.....\$2.25 1/8 oz.....\$4.00

Ladybird. Bright carmine, overlaid scarlet. Tr. Pkt.....75c

Little Blue Star. Dark violet-blue with white star. Tr. Pkt.....35c

Martha Washington. Nicely ruffled; light pink with dark veined throat; extra compact. Award of Merit, All-America Selections. Highly commended, Royal Horticultural Society. Tr. Pkt.....50c 1/32 oz.....90c

Norma. Violet-blue with white star. Tr. Pkt.....25c

1/4 oz.....45c 1 oz.....\$1.50

Rose of Heaven. Standard rose-pink for bedding. Tr. Pkt.....25c

1/4 oz.....50c 1 oz.....\$1.75

Rose Queen Improved. Deep rose. Tr. Pkt.....50c 1/8 oz.....90c

1/4 oz.....\$1.50 1 oz.....\$4.75

Rosy Morn. Fairly deep rose with light throat. Tr. Pkt.....25c

1/4 oz.....75c 1 oz.....\$2.50

Rosy Morn Improved. Deep, strong rose; white center.

Tr. Pkt.....40c 1/4 oz.....\$1.50 1 oz.....\$4.75

Royal Gem. Extra dwarf burgundy. Crimson with light throat. Small but correspondingly free flowering. Choice for bedding. Tr. Pkt.....50c 1/16 oz.....\$1.00

Salmon Supreme. Dwarf light salmon-rose. Very pleasing color.

Tr. Pkt.....50c 1/32 oz.....\$1.00 1/16 oz.....\$1.85

Scarlet Glory. Height 10 inches. Large flowering, free blooming, compact growth. Tr. Pkt.....\$1.00 3 Pkts. for.....\$2.50

Senator. Violet-blue with white throat. Tr. Pkt.....35c

1/4 oz.....75c 1 oz.....\$2.50

Snow Bedder. (New.) Extra compact free-flowering white.

Tr. Pkt.....50c 1/4 oz.....\$1.50 1 oz.....\$5.00

Snow Queen. Dwarf, pure white. Tr. Pkt.....25c

1/4 oz.....40c 1 oz.....\$1.50

"Snow White." (New.) Its compact floriferous habit admirably suits border and pot plant requirements. We confidently recommend "Snow White" for all who demand a good white dwarf Petunia. Tr. Pkt.....35c

1/8 oz.....90c 1/4 oz.....\$1.50 1 oz.....\$5.00

Sunrise. Compact deep rose. Spreading habit. Flowers slightly fringed.

Tr. Pkt.....75c 1/16 oz.....\$1.50

Twinkles. Small flowered, bright rose, starred white. Tr. Pkt.....25c

1/4 oz.....60c 1 oz.....\$2.00

Velvet Ball. (New.) Large-flowered velvety crimson. Quite dwarf.

Tr. Pkt.....75c 1/32 oz.....\$1.35 1/16 oz.....\$2.50

Violaacea. Fairly dwarf rich violet-blue.

Tr. Pkt.....25c 1/4 oz.....50c 1 oz.....\$1.75



Petunia "Glow"

For pots or bedding this beautiful carmine-rose dwarf Petunia is unexcelled. Very free blooming.

PETUNIA HYBRIDA "Topaz Rose"

All-America (1938) Winner of Bronze Medal

One of the most vividly colored of the rose Petunias, Topaz Rose has been a strong favorite with all gardeners ever since its introduction. The color is a fiery rose, delicately suffused with gold, strongly contrasted with the topaz throat. It is extremely free blooming, providing a brilliant patch of color throughout the season.

Tr. Pkt.....35c 1/8 oz.....50c 1/4 oz.....75c 1 oz.....\$2.50

"VIOLET BLUE"

The grand color of this new Petunia, which is a rich violet with a bright blue cast, justifies its being classed as the most important addition yet to be developed in the Nana Compacta group. The plants are near perfect in their uniform, symmetrical and compact habit. A decidedly neat plant that will hold its fine habit throughout the season.

Tr. Pkt.....35c 1/32 oz.....75c 1/8 oz.....\$1.25 1/4 oz.....\$2.00

White Perfection. Exceptionally fine dwarf, pure white. Compact, quite true. Tr. Pkt.....50c 1/4 oz.....\$1.25 1 oz.....\$4.25

Dwarf Hybrids. (Nana Compacta.) Special formula mixture from above-named varieties. Tr. Pkt.....25c 1/4 oz.....50c 1 oz.....\$1.75

MINIATURE NANA COMPACTA

This group comprises neat, compact plants about 6 inches high. Fully covered with a mass of 2-inch flowers.

Brilliant Rose Gem. Deep rose-pink flowers.

Tr. Pkt.....35c 1/8 oz.....\$1.00

Pink Gem. Light rose-pink. Same dwarf compact growth as above.

Tr. Pkt.....35c 1/4 oz.....75c 1 oz.....\$2.75

Violet Gem. Rich violet-blue. Awarded Honorable Mention by All-America Council. Tr. Pkt.....35c 1/8 oz.....\$1.75 1/4 oz.....\$3.00

MISCELLANEOUS SEEDS FOR FALL SOWING

DELPHINIUM

(Originator's Seed)

GIANT PACIFIC HYBRIDS (Vetterle & Reinelt)

Black Knight Series. Darkest of all. Flowers $2\frac{1}{2}$ to 3 in., with heavy, velvety texture. Tr. Pkt.....\$1.25 $\frac{1}{8}$ oz.....\$3.00

Blue Jay. A true medium to dark blue with dark bee.

Tr. Pkt.....\$1.25 $\frac{1}{8}$ oz.....\$3.00

Cameliard Series. Lavender self with white bee; perfectly formed flowers, round and flat. Spikes are uniformly in balance. Tr. Pkt....\$1.25 $\frac{1}{8}$ oz....\$3.50 $\frac{1}{4}$ oz....\$6.50 $\frac{1}{2}$ oz....\$12.00 Oz....\$22.50

Clear White. Regular strain of a good white. Ideal for cut flowers. Tr. Pkt....\$1.25 $\frac{1}{8}$ oz....\$2.50 $\frac{1}{4}$ oz....\$4.00 Oz....\$14.00

Galahad Series (New). Finest white, 3-inch flowers; pyramidal spikes. Good branching habit, strong stems.

Tr. Pkt....\$1.50 $\frac{1}{8}$ oz....\$3.75 $\frac{1}{4}$ oz....\$7.00 Oz....\$24.00

Guinevere. Light pink-lavender with white bee. Large spikes. Excellent branching habits. Tr. Pkt...\$1.25 $\frac{1}{8}$ oz...\$2.50 $\frac{1}{4}$ oz...\$4.00

King Arthur. Royal violet with white bee. $2\frac{1}{2}$ -inch flowers on thin woody stems with graceful foliage.

Tr. Pkt.....\$1.25 $\frac{1}{8}$ oz.....\$2.50 $\frac{1}{2}$ oz.....\$7.50

Lancelot Series (New). Pure lilac with white bee. Flowers measure 2 to $2\frac{1}{2}$ inches.

Tr. Pkt...\$1.25 $\frac{1}{8}$ oz....\$2.00 $\frac{1}{4}$ oz....\$3.50 Oz....\$12.00

Round Table Series. All the colors of the "Knights and their Ladies" Series, including many not yet introduced.

Tr. Pkt.....\$1.25 $\frac{1}{8}$ oz.....\$2.25 $\frac{1}{4}$ oz.....\$4.00

Summer Skies. Light blue with white bee. Flowers 2 to $2\frac{1}{2}$ inches in diameter.

Tr. Pkt...\$1.25 $\frac{1}{8}$ oz....\$2.50 $\frac{1}{4}$ oz....\$4.00 $\frac{1}{2}$ oz....\$7.50

Blue Shades. Shades from very light to rich deep blue.

Lavender Shades. A fine pastel colored strain.

Pastel Shades. A fine mixture of lavender and blue pastel shades.

Violet Shades. Deep rich violet-blue colors with many contrasting white bees.

V. & R. Mixture. A very fine general Hybrid mixture of all V. & R. varieties.

Prices on above—

Each Tr. Pkt...\$1.00 $\frac{1}{8}$ oz...\$2.00 $\frac{1}{4}$ oz...\$3.50 Oz...\$12.00

BLACKMORE & LANGDON'S HYBRID MIXTURE

(True English Originator's Seed)

Too well known to need any commendation on our part.

Tr. Pkt.....\$1.00 $\frac{1}{4}$ oz.....\$2.00 Oz.....\$7.00

B & L—ABC Strain. A good average strain. Seed produced in America.

Tr. Pkt....50c $\frac{1}{4}$ oz....90c Oz....\$3.25 4 oz....\$9.00

MISCELLANEOUS STRAINS

Tr. Pkt. Oz.

Belladonna Improved (Cliveden Beauty). A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise blue.....($\frac{1}{4}$ lb., \$7.00) .35 2.00

Belladonna. The original or "Regular" Strain.

Tr. Pkt....25c $\frac{1}{4}$ oz....50c Oz....\$1.65 4 oz....\$5.00

Bellamosum. Improved. A rich, deep blue form of Belladonna($\frac{1}{4}$ lb., \$7.00) \$0.35 2.00

Cardinale. Large, brilliant scarlet..... .35 2.20

Gold Medal Hybrids. A splendid strain of mixed hybrids($\frac{1}{4}$ lb., \$4.00) .25 1.40

Lamartine. Fairly deep extra bright marine-blue, considerably deeper than Belladonna and with its same free-flowering habit. Equally suited to indoor forcing or field conditions. Mildew resisted by smooth leaves.

Tr. Pkt.....50c $\frac{1}{4}$ oz.....\$1.50 Oz.....\$5.00



Larkspur Giant Imperial

LARKSPUR

IMPERIAL OR BASE BRANCHING

	Tr. Pkt.	Oz.	Lb.
Blue Bell. Fairly deep blue.....	\$0.25	\$1.00	\$10.00
Blue Spire. Very deep blue-violet.....	.25	1.00	10.00
Carmine King. Carmine-rose.....	.25	1.00	10.00
Cattleya. This is a late-flower variety and has a rich rosy lilac color and fully double flowers.	.25	1.00	10.00
Cinnabar Cockade (New). A rich brilliant rose-red; symmetrical, compact and double flowers	.25	1.00	10.00
Coral King. Pink.....	.25	1.00	10.00
Dazzler. Rich lustrous carmine color.....	.25	1.00	10.00
Daintiness. Light lavender-blue.....	.25	1.00	10.00
Exquisite Pink Improved. Soft pink.....	.25	1.00	10.00
Gloria Improved. Bright rose-pink.....	.25	1.00	10.00
Lilac Queen. Rich lilac-lavender.....	.25	1.00	10.00
Lilac Spire25	1.00	10.00
Los Angeles Improved. Salmon-rose.....	.25	1.00	10.00
Miss California. Pink-shaded salmon.....	.25	1.00	10.00
Pink King. Beautiful shade of salmon rose.....	.35		
$\frac{1}{4}$ oz.....	85c	Oz.....	\$3.00
Sweet Lavender. A rich blue lavender; flowers are fully double.....	.25	1.00	10.00
The Empress. Salmon pink.....	.25	1.00	10.00
White King. The best clear white.....	.25	1.00	10.00
White Spire. Good clear white.....	.25	1.00	10.00
Mixture20	.80	8.00

STOCK FLOWERED

	Tr. Pkt.	Oz.	Lb.
Dark Blue. Rich, heavy blue.....	\$0.20	\$0.60	\$6.00
Empress Rose. Excellent pink.....	.20	.60	6.00
La France. Salmon-pink.....	.20	.60	6.00
Lilac. Desirable shade of lilac.....	.20	.60	6.00
Los Angeles. Salmon-rose.....	.20	.60	6.00
Rosamond. A pure self rose.....	.20	.60	6.00
Rose Queen. Rose-pink.....	.20	.60	6.00
Rosy Scarlet20	.60	6.00
Sky Blue. Good light blue.....	.20	.60	6.00
White20	.60	6.00
Mixed15	.50	5.00

"Petunias for Profit"

STOCKS

A. B. C. "GARDENIA" New Double White Column Stock

This new Stock is as lovely as the exotic Gardenia from which it borrows its name—a great achievement of the plant breeder's efforts. With magnificent spikes, superbly formed and composed of florets 2 to 2¼-in. in diameter, this remarkable new giant Column Stock is indeed the last word in perfection for its class. Its shimmering, glistening white flowers are the purest snow white of any Stock variety yet introduced. Producing only one flower spike to a plant, the spike will however be of enormous size, 12 to 15 inches of florets and nearly 3 feet in length, and 4 or even 4½ inches in depth, with the individual florets closely and compactly placed on the stem. The robust habit and uniformity of type combined with a high percentage of doubles places "Gardenia" definitely in a class by itself with no peer among the finer flowers for the high-class florists' trade. Tr. Pkt.....\$1.25
¼ oz.....\$2.00 ¼ oz.....\$4.00 ½ oz.....\$7.00 Oz.....\$12.00

NON-BRANCHING (Double Excelsior) A. B. C. SUPERIOR COLUMN STRAIN

This new type produces one enormous spike 2 to 3 feet in height and is especially adapted for greenhouse culture, as the plants can be grown close together. We have discontinued listing the other separate colors in this type, due to its being practically impossible to obtain seed that will prove satisfactory and give a high percentage of doubles. Those listed are, in the opinion of most florist growers, the only reliable colors to grow.

	Tr. Pkt.	Tr. Pkt.	¼ Oz.	Oz.
American Beauty. Old rose.....	\$0.60	\$1.00	\$2.50	\$9.00
Ball's Dwarf White60	1.00	2.50	9.00
Ball's White Improved60	1.00	2.50	9.00
Chamois Rose (Chamois-Pink).....	.60	1.00	2.50	9.00
Dark Blue (Rather a deep lilac).....	.60	1.00	2.50	9.00
Rose Pink60	1.00	2.50	9.00
Ruby. Rich crimson-red.....	.60	1.00	2.50	9.00
Silvery Lilac (Lilac-Lavender).....	.60	1.00	2.50	9.00
Yellow Wonder. Rich creamy yellow.....	.60	1.00	3.50	12.00
Mixed60	1.00	2.50	9.00

BRANCHING TYPE

GIANTS OF CALIFORNIA

"The World's Best Double"

This magnificent new group is so marked in improvement that we believe they will head the list in florists' forcing Stocks in the very near future. Giants of California are very early flowering, with a high percentage of double mammoth flowers, and they have the branching habit of the Bismarck. If planted close, they will attain the height of 2½ to 3 feet. We feel this strain justifies our highest recommendation.

Golden Gate. Clear golden yellow.
Monterey. Bright pink.
Pacific. Light blue.
Redwoods. Blood red.
Santa Barbara. Chamois.
Santa Maria. Pure white.
Sequoia. Rich sparkling carmine.
Tahoe. Lavender.
Yosemite. Rose.

Prices on the above:

Tr. Pkt.	¼ oz.	Oz.
\$0.35	\$1.15	\$4.00

Splendid Mixture.

Tr. Pkt.	¼ oz.	Oz.
\$0.25	\$1.00	\$3.50



New Column Stock "Gardenia"

STOCKS (Continued)

IMPROVED BISMARCKS

A good suggestion with the branching kind is to space them 6 x 6 inches. When up about 8 inches, top back about one-third. Stars (*) indicate preferred varieties.

Antique Copper. Fine copper red. maison pink.
Apple Blossom. An extra delicate pink; nearly white. ***Golden Ball.** Ivory yellow.
Blood Red. Ruby color. ***Golden Rose.** As named.
Buttercup. Deep cream, strong growing. ***Lavender.** Clear lilac lavender; fine.
Chamois. Fine clear chamois. ***Lilac.** Bright deep lilac-blue.
Elk's Pride. Rich purple. ***Rose.** Fine bright rose.
Flesh. Delicate shade of Mal- ***Shasta.** New giant white.
Prices—each: Tr. Pkt.....35c ¼ oz.....\$1.00 Oz.....\$3.00
Mixture. Formula mixture of above colors: ***White.** Good clear white.
Tr. Pkt.....25c ¼ oz.....60c Oz.....\$2.25



Salvia "Blaze of Fire"

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from the specimen plants and such as show a high germination.

	Tr. Pkt.	Oz.
America (Globe of Fire)	\$0.50	\$3.00
Blaze of Fire (New). The flowers are the most brilliant and vivid scarlet imaginable and the habit is ideal for bedding. The earliest and most dwarf of all Salvias (¼ oz., \$1.75).....	.75	6.50
Bonfire (Clara Bedman)40	2.50
Firebrand. Extra early. Very dwarf; scarlet (3 Tr. Pkts., \$1.25).....	.50	3.25
Fireball Dwarf50	2.50
Harbinger. A new early flowering dwarf that we consider the most desirable of all Scarlet Salvias. (3 Tr. Pkts., \$1.25).....	.50	3.50
Splendens. Tall growing.....	.40	2.25
Splendens Compacta. Salmon rose.....	.50	...
Zurich. Dwarf, early.....	.40	3.00
Farinacea. "Blue Bedder." Perennial, but best grown as an annual. Rich deep blue; makes a fine line. Hardy with protection.....	.25	1.75

SWEET PEAS

EARLY OR WINTER FLOWERING

True to Name, Thoroughly Rogued and Hand-Picked Seed

If you are in the market for quantity, please ask us for special prices. The following 21 varieties are, in our opinion, the "cream" of existing florists' kinds.

1 OUNCE OF SWEET PEA SEED WILL SOW 30 FEET OF ROW

Ball Orange Improved. The only early flowering clear orange; fine color.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Ball Rose Queen. Clear rose, of exceptional merit.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Ball White. Fine large flowered white; white-seeded.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Ball Rose Improved. Deep bright rose, strong free flowering habit.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Blue Danube. Showy clear deep blue. Very fine.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Boon. Fine deep salmon-rose on cream; quite large flowered.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Bridesmaid. Delightful silvery pink; extra for flower size and stem.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Daphne. Winner of a Silver Medal at a recent International Flower Show in New York City; this Sweet Pea is a soft salmon-pink on a cream ground; the flowers are of great size, with beautifully expanded and waved standards. Many of the blooms are duplex and borne on long stout stems. (Pictured on next page.)

Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Harmony. The best commercial lavender.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Hope. Exceptionally good white (black seeded); germinates easily.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Josie. Longest stemmed, clear rose-pink; most productive variety in any color; requires more headroom.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Laddie Improved. Extra long stiff stemmed rose.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Sequoia. Extra large flowered salmon-rose; fine for spring.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Majestic Rose. Fine large flowered heavy stemmed rose-pink.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Mrs. Hoover. Best early blue; strong growing and fine for spring.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Princess Blue. Light lavender-blue, probably largest flowered and longest stemmed on our list.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Redwood. Extra large flowered deep crimson red.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Shirley Temple (Waller-Franklin). Obtained through a cross between Pinkie and Lady Gay; inherits size and richness of color of Pinkie with dainty fluted flowers of Lady Gay. The stems are long, with four blooms on each stem.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.40
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Skippy. A new salmon-pink shade with good long stems; excellent.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Treasure Island. Sparkling golden orange. Large ruffled flower and distinctive color.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Triumph. Long-stemmed attractive lilac-mauve.

1/2 oz.....20c	Oz.....30c	4 oz.....\$1.00	Lb.....\$3.50
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STANDARD EARLY OR WINTER FLOWERING

American Beauty. Fine American Beauty rose.

Amethyst. Rich bright purple.

Annie Laurie. Bright rose-pink.

Apollo. Salmon-cerise; fine for spring.

Attraction. Rich long-stemmed salmon-rose.

Aurora. Orange-scarlet striped.

Blue Bird. Prefer Mrs. Hoover.

Bright Light. Vivid orange-scarlet.

Bacchus (New). Extra deep maroon-purple; large flower.

Cavalcade (New). Rich golden-cerise.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Chevalier. Dark rose.

Columbia. Rose and white bicolor.

Eileen. Rich Begonia rose.

ALL OF ABOVE (except otherwise noted) PRICED AT:

1/2 oz.....20c	Oz.....30c	4 oz.....90c	Lb.....\$3.40
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PLEASE NOTE—For complete listing of all flower seeds, please refer to our SPRING CATALOG. If you do not have one, please request a free copy

SWEET PEAS

STANDARD EARLY OR WINTER FLOWERING (Continued)

Eleanor Blue. Nice light blue for spring flowering. Semi-intermediate type.

Flamingo. Orange-salmon; long-stemmed.

Fragrance. Fine lavender for spring blooming.

Giant Rose. Extra large rose; medium stem.

Grenadier. Poppy scarlet.

Harlequin. Chocolate bicolor.

Heather Bell. Rosy lavender; free flowering.

Hiawatha. Deep rose.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Hortus Queen (New). Bright rose.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Indigo Blue. Dark shade of clear blue.

Jeanne Mamisch. Clear rose, long stems.

Maroon Prince. Dark maroon, rather heavy.

Michigan. Large lavender.

Mrs. Holscher. Very good rose-pink.

Mrs. Kerr. Salmon.

Oriental. Black-seeded cream.

Pride. Extra long-stemmed brilliant cerise.

Prosperity. Soft glowing rose-cream.

Red Bird. Crimson-red.

Snowstorm. White-seeded white.

Spring Song. Prefer Boon.

Sterling. Large duplex salmon-rose.

1/2 oz.....30c	Oz.....40c	4 oz.....\$1.25	Lb.....\$4.50
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Success. Extra bright deep rose-pink.

Sunray. Light cerise, fine long stem.

Sunproof Orange. With slight scarlet-cerise shading.

Top Hat. Deep bright violet-blue; fine growth and strong color.

Tahoe (New). Fine dark blue for spring crop; some deeper than Hoover.

Vivian. Long-stemmed deep carmine rose.

White Harmony. Longest stemmed black-seeded white.

Zvolanek's Rose. Rose; Laddie preferred.

ALL OF ABOVE (except otherwise noted) PRICED AT:

1/2 oz.....20c	Oz.....30c	4 oz.....90c	Lb.....\$3.40
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A. B. C. Early Mixture. Formula mixture of above colors.

1/2 oz.....15c	Oz.....25c	4 oz.....85c	Lb.....\$3.25
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SPRING FLOWERING

A New Race of Sweet Peas for Greenhouse Culture

Perform outstandingly well in the spring months, giving excellent flowers on long stems when the regular early-flowering types had given out. The spring-flowering type also gives a much heavier crop of flowers than the standard early-flowering type. Seeds of the spring-flowering type should not be sown before September or October in the greenhouse for flowering during March, April and early May.

Spring-Flowering Blue. A splendid clear marine blue.

Spring-Flowering Clear Rose-Pink.

Spring-Flowering Lavender. Beautiful clear lavender.

ALL OF ABOVE PRICED AT:

1/2 oz.....40c	Oz.....65c	4 oz.....\$1.80	Lb.....\$6.00
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TWO NEW VARIETIES

Spring-Flowering Clear Pink

Spring-Flowering Mauve

1/2 oz.....45c	Oz.....70c	4 oz.....\$2.25	Lb.....\$8.00
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White Improved Black Seeded. A good pure white with frilled flower.

Light Blue. Very fine light blue.

1/2 oz.....75c	Oz.....\$1.45	4 oz.....\$5.40
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VINCA (Periwinkle)

Requires a warm house and an early start. 12 inch.

	Tr. Pkt.	1/4 oz.	Oz.
Alba Oculata. White with rose eye.....	\$0.25	\$0.40	\$1.25
Alba Pura. Pure white.....	.25	.40	1.25
Crimson25	.40	1.25
Delicata. Soft pink.....	.25	.40	1.25
Rosea25	.40	1.25
Mixture. Each25	.40	1.10

A. B. C. "SUPREME" QUALITY BULBS

ANEMONE

Now Very Popular for Cut Flowers

	TOP SIZE		1 YEAR No. 1 SIZE	
	Per 100	Per 1000	Per 100	Per 1000
Monarch De Caen. A magnificent robust growing strain of Poppy Anemone with immense saucer-shaped flowers of the most brilliant and varied colors from pink to beautiful shades of blue and brilliant scarlet, borne on long, strong stems....	\$3.00	\$24.00	\$2.25	\$17.50
Giant St. Brigid. Large semi-double flowers of the most brilliant hues and delicate shades of colors, including a good proportion of rose, pinks, lavenders and blues.....	3.30	28.00	2.75	22.50
Blue Poppy	3.30	28.00	2.75	22.50
Sylphide. New lavender-pink.....	3.30	28.00	2.75	22.50

RANUNCULUS

	1 YEAR No. 1 SIZE	
	Per 100	Per 1000
Claremont Hybrids. Mixed.....	\$2.50	\$20.00

AMARYLLIS

(Giant American Hybrids)

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	100	1000
2 to 2¼ inch.....	\$ 9.00	\$ 80.00
2¼ to 2½ inch.....	12.00	110.00
2½ to 3 inch.....	14.50	135.00
3 inch	23.00	225.00
3½ inch	35.00	325.00



Large Flowering Gloxinia



Amaryllis, Giant American Hybrid

BEGONIAS

TUBEROUS ROOTED BEGONIAS

Large Flowering Type - Ready in January

With its bright colors, richness of foliage and easy culture it has become a favorite with the public in gardens and homes.

DOUBLE OR SINGLE

Large Flowering Type - American Grown

Coppery	Dark Red	Orange	Pink
Salmon	Scarlet Red	White	Yellow
Mixed			

PRICES ON ABOVE

	Per 100	Per 1000
1¼" to 1½"	\$ 8.00	\$ 75.00
1½" to 2"	12.00	100.00
2" and up (scarce).....	15.00	140.00

GLOXINIAS

Ready in January

Few flowers can surpass the large tubular blooms of Gloxinia for richness and variety of coloring. They make a gorgeous display during the summer and early fall months, and as a pot plant are unexcelled.

Prices on Gloxinias

Separate Named Varieties	Named Varieties Mixed
	Per 100
1" to 1½"	\$12.00
1½" to 2"	16.00
2" and up (scarce).....	22.50



A Field of Narcissus "King Alfred"

HARDY NARCISSUS . . . (DAFFODILS)

Northwest-Grown Bulbs of Typical A. B. C. Superior Grade and Quality

	D. N. No. 1		D. N. No. 2 and/or Round No. 1			D. N. No. 1		D. N. No. 2 and/or Round No. 1	
	Per 100	Per 1,000	Per 100	Per 1,000		Per 100	Per 1,000	Per 100	Per 1,000
Cheerfulness (Double Poetaz). White with creamy yellow center.....	\$6.00	\$54.00	\$5.00	\$43.00	Lucinius (Incomp.). Perianth and large cup golden yellow. Blooms in 4 weeks. Forced from January 15th...	\$6.50	\$60.00	\$5.25	\$46.00
Croesus (Incomp.). A very large flat cup against a slightly reflexed perianth of creamy white with a tinge of lemon yellow.....	5.60	49.00	4.50	39.00	Minister Talma		SOLD	OUT	
Diana Kasner (Barrie). Pure white perianth and a large fluted yellow cup with blood red frill. Excellent forcer	6.00	55.00	5.30	48.00	Mrs. Barclay (Barri). Creamy white perianth, perfectly rounded deep yellow flat cup with distinct red edge. Responds excellently for forcing...	8.50	80.00	7.00	64.00
Early Perfection (Poetaz). Earliest of all for forcing in early January; very free flowering white with yellow cup	5.60	49.00	4.50	39.00	Mrs. E. H. Krelage . White trumpet; finest white daffodil.....	10.00	96.00	8.00	75.00
Emperor . Primrose perianth; deep yellow trumpet	5.80	52.00	4.75	41.00	Olympia . Yellow trumpet; large golden yellow	7.50	68.00	6.25	55.00
Glory of Sassenheim . Enlarged Victoria bi-color	5.80	52.00	4.75	41.00	Pheasant Eye (Poeticus).....	4.75	42.00	3.60	31.00
Golden Beauty (Bicolor). Pinkish white perianth, old gold trumpet. Excellent for potting and very late forcing		SOLD	OUT		Poeticus Ornatus . White perianth with red edge.....	4.75	42.00	3.60	31.00
Helios (Incomp.). Perianth deep yellow, cup orange-yellow, changing to deeper orange.....	6.50	57.00	5.00	44.00	Sir Watkins		SOLD	OUT	
King Alfred . Golden yellow; very large frilled flowers.....		SOLD	OUT		Spring Glory . Early; white petals; long chrome-yellow trumpet.....	5.80	52.00	4.80	41.00
Laurens Koster (Poetaz).....		SOLD	OUT		The First . Yellow trumpet; cream perianth; a large flower and a very early forcer.....	6.50	58.00	5.00	45.00
					Tresserve . Large yellow trumpet; yellow perianth		SOLD	OUT	
					Van Waveren's Giant . Large bi-color..	10.50	97.00	8.25	76.00
					Victoria		SOLD	OUT	
					Von Sion (Double). Golden yellow...		SOLD	OUT	
					Will Scarlet (Incomp.). Large orange-red cup shading into red at edge.	6.00	54.00	5.00	43.00
					Choice Mixed . For naturalizing.....	4.25	37.00	3.50	30.00

NARCISSUS PAPER WHITES



TEXAS-GROWN PAPER WHITE NARCISSUS

For Early Greenhouse Forcing and
Retail Sale

Paper White True Grandiflora

	Texas Grown	
	100	1,000
12 ctms. (1,250 to case).....	\$1.70	\$12.00
13 ctms. (1,250 to case).....	2.30	18.00
14 ctms. (1,000 to case).....	2.70	22.00
15 ctms. (900 to case).....	3.10	26.00
16 ctms. (800 to case).....	3.70	32.00

PEARL CHIPS For Growing Narcissus as above

	F. O. B. New York	F. O. B. Chicago
WHITE—		
100 lbs.....	\$5.00	\$2.75
25 lbs.....	1.75	1.25
	Per lb.	Per lb.
Less than 25 lbs.....	8c	6c
COLORED—		
100 lbs.....	\$6.00	\$2.95
25 lbs.....	1.85	1.35
	Per lb.	Per lb.
Less than 25 lbs.....	9c	6½c

"GLORY OF THE SUN" *Leucocoryne Ixodes Odorata*

The dainty flower that supplies the hard-to-achieve touch of heavenly blue!

Leucocoryne sells. Once your customers see it they are delighted and want it again and again. It is fragrant, long-lasting, ideal for corsage work, head-dresses, table decorations, floral arrangements. Wiry 18-inch stems. Flowers with petal spread of two to three inches, in clusters.

Culture the same as for Freesias, namely a Carnation temperature seems to suit them nicely.

	Per 100	Per 1000
First Size Blooming Bulbs.....	\$5.50	\$50.00
Second Size Blooming Bulbs.....	4.50	40.00
Third Size Blooming Bulbs.....	4.00	35.00

CALLA ELLIOTTIANA (Yellow Calla)

	100	1,000
1¾ to 2 inches diameter.....	\$ 7.00	\$ 60.00
2 to 2½ inches diameter.....	10.00	90.00
2½ to 3 inches diameter.....	14.50	135.00
3 in. and up diameter (Scarce).....	20.00	190.00

ORNITHOGALUM

Arabicum (Star of Bethlehem). White, globe shaped flowers with jet black centers. Delightful fragrance; height 2 feet; large bulbs. 100.....\$3.50

LILIUM REGALE (True Northern Grown)

The flowers are white, slightly suffused with pink, with a beautiful shade of canary yellow at the center, blending out part way up the trumpet; the fragrance is fascinating.

	100	1,000
5 to 6 inches diameter.....	\$ 7.00	\$ 60.00
6 to 7 inches diameter.....	10.00	90.00
7 to 8 inches diameter.....	12.00	100.00
8 to 9 inches diameter.....	15.00	125.00
9 to 10 inches diameter.....	17.50	150.00
10 to 11 inches diameter.....	22.50	200.00
11 to 12 inches diameter.....	27.50	250.00
12 to 13 inches diameter.....	30.00	275.00

Our supply of Regale Lilies is from Bulbous Stock, not Seeds. There's a difference in your favor — namely, the type is true.

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PLANT STOCK

CALCEOLARIAS

Fall 1941 Shipment

GREATER NEW YORK

NEW INTRODUCTION

*Silver Medal Winner at New York World's Fair
(Awarded May 2, 1939) at New York City*

In all the finer shades and colors, including five shades of Red,
Yellow, Bronze, Honey-Dew, etc.

50 for.....\$10.50 100 for.....\$20.00
Per 100

Easter Blooming Assortment.....\$12.00
Perfect Model Improved. Large flowers, fine colors..... 10.00
Feltham Glory. Rust and mahogany shades..... 10.00
Multana. Our fine strain of multiflora Nana, dwarf..... 8.00
Ramona (Goliath). Mammoth flowers. All best colors..... 10.00

CALCEOLARIAS

MOTHER'S DAY VARIETIES

Grown from Cuttings

Per 100
***Pure Flame.** Brilliant flame red.....\$20.00
Golden Bronze Group. Fine assortment yellow, orange flame,
apricot, bronze, golden brown..... 20.00
Stewartii. Canary yellow..... 18.00
Pink Beauty. Strawberry color..... 18.00
Golden Gem (Little Gem). Color of Stewartii, flowers one-third
their size 18.00
Rosackers Brilliant 18.00
***Perfection.** A real boon to florists—all colors, very strong
grower 18.00
Golden Talisman. Beautiful Golden Amber..... 18.00

All varieties are carefully tested in greenhouses before we offer
them for sale to the trade.

All plants are shipped in paper pots; all shipments made in white
pine shipping cases or especially tested cartons.

NOTE! 25 plants of a variety supplied at 100 rate.

HYDRANGEAS

Produced by a Specialist

We Will Have for Fall Delivery

Hydrangeas in the better varieties and sizes as
listed below. Order early—we will reserve for you.

A. B. C. Hydrangeas Bloom

Our Selection, Fall Delivery after October 1

F. O. B. Eastern Shipment. Per 100
2-inch, 1 flowering shoot.....\$ 8.00
3-inch, 1 flowering shoot..... 12.00
4-inch, 2 or more flowering shoots..... 30.00
5-inch, 3 to 5 flowering shoots..... 40.00
6-inch, 5 to 8 flowering shoots..... 60.00
7-inch, 8 or more flowering shoots..... 75.00
8-inch, 10 or more flowering shoots..... 125.00

Supplied in White, Carmine Rose, Red Rose, and Pink. If some
are desired for blueing, please so indicate on your order.

HYDRANGAEA ROOTED CUTTINGS

We can supply all of the worth-while new kinds
as well as the better standard sorts for early 1942
delivery. Write for particulars and prices.



Calceolaria "Perfection"

FORCING ROSES (Dormant)

(Fall 1941 Delivery)

BABY RAMBLER (Polyantha)

*Exceptional for pot plant production, especially for Easter and
Mother's Day Sales*

CHOICEST RED FLOWERING VARIETIES

XXX Grade }
XX Grade } **WRITE FOR PRICES**

SPECIAL NOTE. Supply of above is extremely short, therefore
early purchase is advised.

FORCING CLIMBING ROSES

Eugene Jacquet. Cherry red.
Marie Gouchalt. Light red.
Paul's Scarlet. Scarlet shaded crimson.
Roserie. Deep rose pink.
XXX GradePer 100 \$50.00
25 of a variety at 100 rate

SPIRAEA (Astilbe)

(Delivery December, 1941)

This old favorite pot plant has again come into much favor for
Easter and Mother's Day sales.

America. Lilac.
Bonn. Deep carmine.
Gloria Superba. Deep pink.
Queen Alexandra. Soft, beautiful pink.
Peach Blossom. Peach pink.
Pink Pearl. Cream, faint pink.
Rhineland. Crimson.
Per dozen.....\$3.25 Per 100.....\$22.50
F. O. B. Eastern Shipment.

A. B. C.

"Supreme" Quality Gladiolus Bulbs

For stock that incorporates the required vitality to produce real results, A. B. C. "Supreme" Quality Gladiolus Bulbs are recommended to the grower. With a total output running into the millions of bulbs produced exclusively for bulb harvest only from young corms, we are ready to meet the requirements of growers who desire high quality at a fair price.

Grown Under Close Supervision

Bulbs furnished by us are produced in Northern Indiana and Illinois in sandy loam ideal for their culture and are thoroughly cured before shipping. Our growers hold Agricultural Inspection Certificates that assures you the bulbs are free from thrips and other diseases.

All 1½" and up
per C per 1,000

Betty Nuthall. Coral pink..	\$1.70	\$12.00
Dr. Bennett. Scarlet.....	2.00	15.00
Early Bird. Clear pink....	2.50	20.00
Early Rose. Rose-pink....	2.70	22.00
Flaming Sword. Deep red.	1.70	12.00
Giant Nymph. Tall pink..	1.70	12.00
Minuet. Lavender	2.30	18.00
Maid of Orleans. White...	2.00	15.00
Miss Bloomington. Yellow.	2.00	15.00
Orange Queen. Orange..	1.70	12.00
Peggy Lou. Pink.....	3.00	25.00
Picardy. Shrimp pink....	1.50	10.00
Red Phipps. Rose red....	2.00	16.00
Souvenir. Early yellow...	1.70	12.00
Virginia. Scarlet red.....	1.90	14.00

AMERICAN BULB COMPANY

CHICAGO • NEW YORK

NOTE

Listed above are a few of the choicest and better varieties for forcing. For a complete list of all varieties and sizes, please write us.

